MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BCT1824 – CRITICAL THINKING

(Distance Education)

01 JUNE 2018
9.00 A.M – 11.00 A.M
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of **TWO** parts and 6 pages (*excluding* this cover page).

2. Please answer ALL questions.
   - **Part A:** Multiple Choice Questions (20 marks).
   - **Part B:** Structured Questions (80 marks)

3. For Part A, shade your answers in the OMR sheet provided.

4. For Part B, write your answers in the answer booklet provided.

PART A: Multiple Choice Questions (20marks)

1. Conformism is a form of _____.

   A. rationalization
   B. socio-centrism
   C. professionalism
   D. short-term thinking

2. A person wearing the _____ provides facts, figures and objective information.

   A. white hat
   B. red hat
   C. yellow hat
   D. green hat

3. Many _____ questions are being asked in the form of 'yes' or 'no' format.

   A. interrogative
   B. interactive
   C. rhetorical
   D. leading

4. Which of the following is a primary source to obtain evidence?

   A. Academic journal
   B. Newspaper
   C. Website
   D. Observation

5. The following questions are asking for _____.

   - *Is that true?*
   - *How could we check that?*
   - *How could we find out if that is true?*

   A. clarity
   B. accuracy
   C. precision
   D. logic

Continued...

6. Through _____, a person can generate ideas by looking at the issue from a different angle.

   A. reword the problem
   B. think in reverse
   C. shift perspective
   D. connected perspective

7. Over-generality is referring to _____.

   A. a statement that is sufficiently specific
   B. a statement that is not sufficiently specific
   C. a statement that is supported by an evidence
   D. a statement that is not supported by any evidence

8. An inductive argument states, "Acid rain has killed hundreds of high-mountain trees and destroyed all forms of life in thousands of mountain lakes. In addition, acid precipitation in city air contributes to smog." An appropriate conclusion for this argument would be _____

   A. "Most forests have not suffered from the effects of acid precipitation."
   B. "The effects of acid precipitation are most significant in the springtime."
   C. "Acid precipitation is a result of sulfur oxides and nitrogen oxides in the air."
   D. "Acid precipitation is a threat to the environment."

9. The argument "People who are happy usually smile. Today, I saw Jenny and she smiled to everyone she met. So, she must be happy today" is _____

   A. Valid, good
   B. Valid, bad
   C. Invalid, bad
   D. Invalid, strong

10. The argument "A person who feels angry with his/her child is a bad parent and should feel guilty. Mary sometimes feel angry towards his child. Therefore, she is a bad parent and should feel guilty" is _____

    A. Valid, good
    B. Valid, bad
    C. Invalid, bad
    D. Invalid, strong

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PART B: STRUCTURED QUESTIONS (80 marks)

Q1: SHORT ANSWER (20 marks)

There are a lot of advertisements bombarding our life, these advertisements have several standard gimmicks to persuade us to buy the products/services. These gimmicks include: Humor, Catchy slogans, Emotive language, Anxiety Ads, Feel good ads, Weasel words, Fine print disclaimers, Sex Appeal, Celebrity endorsement.

For the advertisement gimmicks listed aboved, select **FIVE (5)** gimmicks, provide an example of the advertisement that applies the gimmick; then, explain the meaning of the gimmick. (20 marks)

Q2: FALLACY IDENTIFICATION (10 marks)

Please **identify** the **types of fallacy** (e.g., False generalization - Hasty; Ad hominen – abusive, etc.) committed in the following passages. (10 marks)

a) Jessica comes from Russia and she is such a pretty girl. All the girls in Russia must be beautiful.

b) Green tea is leafy, green, aromatic, and tastes great as an iced or hot beverage. Marijuana is also leafy, green, and aromatic. Therefore, marijuana tastes great as an iced or hot beverage, too.

c) Ricky is watching television when he sees a commercial for foot cream. The commercial announcer says, "This is the best foot cream on the market because no other foot cream makers have been able to prove otherwise!"

d) Anthony and Marie have a heated argument. During their fight, Anthony tells Marie that he hates her and wished that she would get hit by a bus. Later that evening, Anthony receives a call from a friend who tells him that Marie is in the hospital because she was struck by a bus. Anthony immediately blames himself and reasons that if he hadn't made that comment during their fight, Marie would not have been hit.

e) "Look..... either you support the government's move on the implementation of GST or you are a traitor to this country. Come on..... prove to us that you are not a traitor."

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Q3: ARGUMENT COMPOSITION (20 marks)

Should you study what you love?
By Hazlina Aziz
March 28, 2018

Students who completed their matriculation studies or sat for the Sijil Pelajaran Malaysia and Sijil Tinggi Persekolahan Malaysia examinations last year are in the midst of applying for entry to higher learning institutions.

Deciding the right course is probably one of the most difficult choices one would have to make as it can be a life-changing decision. What and where to study are the two most important questions students would attempt to answer, given the possible career-long consequences of course choice. Employability is important to students and is usually among the top reasons for wanting to go to a university. Another reason is often the love of the subject.

Is it then sensible and desirable to choose to study what you love?

Studying for something that you enjoy can be a fun way to spend the next three or four years. But, can it pay through a job upon graduation? Some degrees pay for themselves; others don't. Stuck with a huge student loan upon graduation is a bad start for a better future.

(Retrieved and extracted from https://www.nst.com.my/opinion/columnists/2018/03/350210/should-you-study-what-you-love)

Questions:

What is **your stand** on the above issue? Present your opinion in an argumentative essay.

You should state:

1. (C)=ONE Conclusion (2 marks)
2. (P1)=Premise 1 (4 marks)
3. (SA)=ONE Supporting Argument (to support P1) (5 marks)
4. (P2)=Premise 2 (4 marks)
5. (ANEC)=ONE Anecdote (to support P2) (5 marks)

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Q4: PROBLEM SOLVING (30 marks)

Instruction: Read the following news article and help the government to solve the problem.

Wishful thinking won't boost visitor arrivals: Tourism Malaysia has consistently fallen short of visitor arrival targets since 2013.

By CY Ming
April 2, 2018

At a media and industry players briefing on Mar 31, Visit Malaysia 2020 secretariat chief Dr. Ammar Abd Ghapar said Tourism Malaysia was confident that its forecast of 39% increase in visitor arrivals from 25.9 million in 2017 to 36 million in 2020 was achievable.

Those were brave words indeed considering the fact that Tourism Malaysia has consistently fallen short of visitor arrival targets since 2013.

The target set for 2013 was 26.8 million, but actual arrivals were 25,715,460. The pattern was repeated over the next four years, with 27,437,315 arrivals in 2014 against the 28 million target; 25,721,251 in 2015 against the 29.4 million target; 26,757,392 in 2016 against the 30.5 million target; and 25,948,459 last year against the 31.8 million target.

The target for 2018 is 33.1 million, a 4% increase over the 2017 target but a massive 22.6% jump from actual arrivals. Achieving a 6% increase this year would be quite a feat, as it would mean attracting a record high of 27.5 million visitors.

If we fall short of the target again this year, which is almost certain, will Tourism Malaysia set 34.5 million for 2019 just to be consistent in raising higher targets and disregarding actual arrival figures?

Disturbingly, total visitor arrivals for last year were close to those in 2013 and 2015. We have not been on track to achieving 36 million for 2020 as envisaged under the Malaysia Tourism Transformation Plan which was first announced in 2011.

Will Tourism Malaysia introduce any new measures to promote visitor arrivals or dish out more of the same? What are the contingency plans if politicians go overboard to exploit racial and religious issues in the run-up to the coming general election?

An escalation in hate speech and fear mongering is certain to drive away more tourists and investors from our country. If so, visitor arrivals may even drop below 25 million this year.

(Retrieved from http://www.freemalaysiatoday.com/category/opinion/2018/04/02/wishful-thinking-wont-boost-visitor-arrivals/)

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Questions:

1. Formulate a problem statement by identifying the expectation, reality and gap which exist in the issue above. (6 marks)

   Expectation: _____
   Reality: _____
   Gap: _____

2. Using the **Kepner-Tregoe Analysis**, formulate **TEN (10)** relevant questions to help you to analyse the problem. (10 marks)

3. Using the **SCAMPER** technique, what questions will you ask in order to guide you (as a new entrepreneur) to the possible solutions? (14 marks)

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